

CONTRACT

WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

And:

Shorr & Associates
1831 Chestnut Street
Suite 602
Philadelphia, PA 19103

<u>Contract / Revision</u> 581786 /		<u>Alt Order #</u> 09837793
<u>Product</u> BALDWIN FOR SENATE		
<u>Contract Dates</u> 10/09/12 - 10/15/12		<u>Estimate #</u>
<u>Advertiser</u> Baldwin/D/Senate		<u>Original Date / Revision</u> 10/08/12 / 10/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> NW80	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	10/10/12	10/10/12	X Factor Wednesday	7p-9p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--W----				1	\$2,000.00			
N 2	6	10/11/12	10/11/12	FOX Prime Thursday 8	8p-9p		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---T---				1	\$5,000.00			
N 3	6	10/09/12	10/15/12	M-F 1105p-1135p	1105p-1135p		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				5	\$350.00			
N 4	6	10/09/12	10/15/12	M-F 930-10p	930p-10p		:30			NM	5	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				5	\$1,900.00			
N 5	6	10/09/12	10/15/12	M-F 9-930p	9p-930p		:30			NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/12	10/15/12	MTWTF--				5	\$2,000.00			
N 6	6	10/13/12	10/13/12	Sa 8a-9a	8a-9a		:30			NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$565.00			
N 7	6	10/14/12	10/14/12	Su 8a-9a	8a-9a		:30			NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$565.00			
Totals											19	\$29,380.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	19	\$29,380.00	\$24,973.00
Totals	19	\$29,380.00	\$24,973.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WITI-TV

Date:

10/8/12

I, Sherr Johnson Magnus

being/on behalf of: Tammy Baldwin, a legally

qualified candidate of the Democratic political

party for the office of: US Senate

in the General


election to be held on: Nov 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
10/9/12					
10/15/12					

Total Charges:

62,143.50



Tammy Baldwin for Senate

The name of the treasurer of the candidate's authorized committee is:

David Newby, Treasurer

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

9/25/12
Date

The DHS
Signature

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature _____ Printed Name _____ Title _____

SHORR JOHNSON MAGNUS

MEDIA ACCOUNT
1831 Chestnut Street, 6th Floor
Philadelphia, PA 19103
(215) 567-4080 FAX (215) 567-2106

FIRSTTRUST SAVINGS BANK
3-7380/2360

4125

10/8/2012

PAY TO THE ORDER OF **WITI-TV**

\$ **62,143.50

Sixty-Two Thousand One Hundred Forty-Three and 50/100*****

DOLLARS

WITI-TV

▲ TAMPER RESISTANT TONER AREA ▲

MEMO Baldwin



MP

⑈004125⑈ ⑆236073801⑆ 70 0909484⑈

